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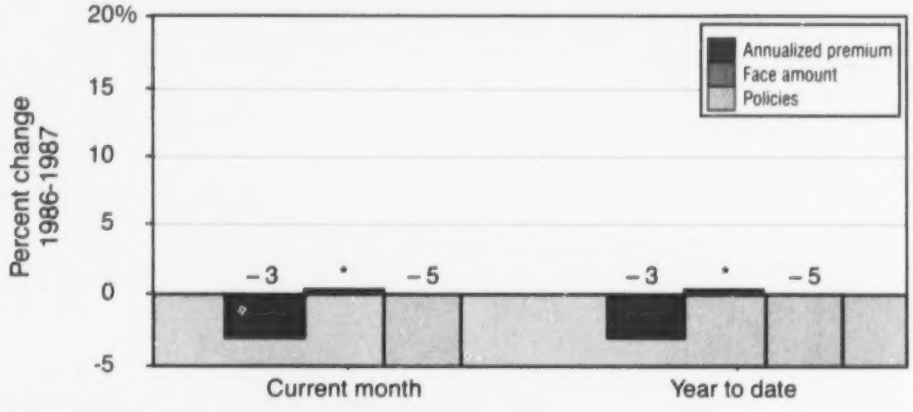
I/R Code 47.40
January 1987

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 35 Companies

Comparisons with Last Year

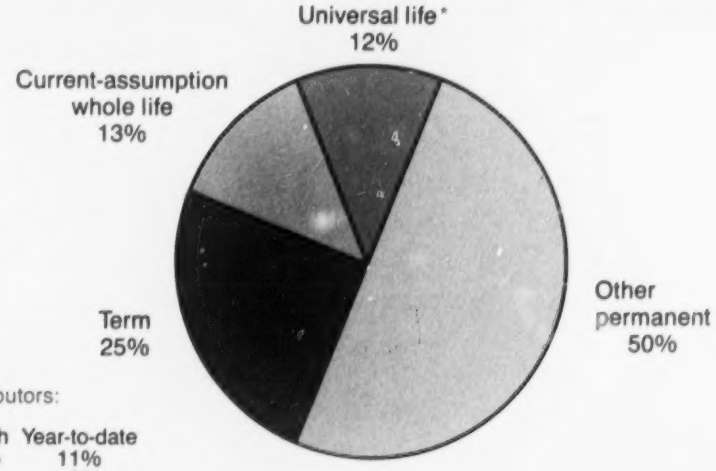


*Less than ½ of 1 percent

Individual Products

Annualized Premium Market Share by Product

Year to Date – 19 Companies Representing 57 Percent of Contributors' Sales



*UL market share for 35 contributors:

	Month	Year-to-date
Annualized premium	11%	11%
Face amount	8%	8%
Number of policies	8%	8%

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Individual Products (cont.)

Comparisons with Last Year – Year to Date

Ratio 1987/1986

		Annualized premiums	Face amount	Number of policies
Term (18 cos.)	Month	104%	110%	106%
	Year to date	104%	110%	106%
Universal life (16 cos.)	Month	90%	85%	90%
	Year to date	90%	85%	90%
Current-assumption whole life (7 cos.)	Month	86%	89%	95%
	Year to date	86%	89%	95%

Policy Characteristics by Product

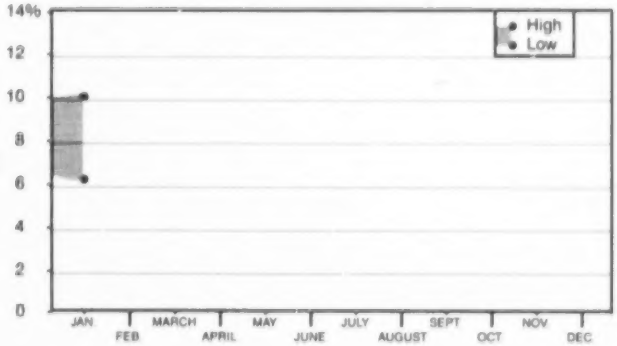
		Premium per $1,000	Average size policy	Premium per policy
Term (18 cos.)	Month	$3.39	$139,322	$473
	Year to date	$3.39	$139,322	$473
	Year-to-date ratio	94%	104%	98%
Universal life (16 cos.)	Month	$9.77	$ 70,537	$689
	Year to date	$9.77	$ 70,537	$689
	Year-to-date ratio	106%	94%	100%
Current-assumption whole life (7 cos.)	Month	$5.15	$ 64,055	$330
	Year to date	$5.15	$ 64,055	$330
	Year-to-date ratio	97%	94%	91%
Total sales (35 cos.)	Month	$7.00	$ 76,451	$535
	Year to date	$7.00	$ 76,451	$535
	Year-to-date ratio	97%	105%	102%

Universal Life

Interest Rates This Month

Median	9.0%
Number of cos. reporting rates	12
Number of plans reported	19
Number of new plans	3
Number of plans dropped	0
Number of plans showing . . .	
No change	6
Increases	1
Average increase	0.5%
Decreases	9
Average decrease	0.3%

1987 Interest Rate Range



SUPPLEMENT TO MONTHLY SURVEY OF

LIFE INSURANCE SALES IN CANADA

Notes on the January Survey

LIMRA is pleased to announce that four companies have joined the ranks of the contributors in this survey. They are COLONIA Life, Knights of Columbus, Laurier Life, and Seaboard Life. The following notes highlight some of the differences between the 1986 and 1987 monthly surveys:

- The 19 companies included in the premium market share pie chart on the first page represent 57 percent of contributors' January sales. This is up from 14 companies representing 41 percent of contributors' sales in the 1986 surveys. Adding the five companies produced the shift in product mix. All companies included in the market share pie chart are designated in the contributors list on the last page.
- In the graph labeled "Growth Rates by Company", the company code numbers are the same as last year for companies that participated in both 1986 and 1987. Numbers for companies that dropped out of the survey have been reassigned to new contributors.
- Companies participating in the group sales portion of the survey are designated in the contributors list on the last page of the survey.

To facilitate 1987/1986 comparisons, the following tables show 1986 production for all 1987 contributors, including the new contributors.

1986 Canadian Ordinary Sales for 35 companies

	Annualized premium (000)	Face amount (000)	Number of policies
January	$ 31,396	$ 4,332,772	59,542
February	38,353	5,263,163	76,415
March	40,700	5,664,827	79,966
April	42,460	6,100,468	85,406
May	44,066	6,177,549	89,212
June	46,071	6,171,108	90,029
July	40,230	5,577,240	79,128
August	34,462	4,760,563	66,459
September	41,220	5,754,268	82,243
October	48,639	6,582,136	92,966
November	45,557	6,163,798	86,764
December	47,420	6,482,876	80,627
Year total	$500,574	$69,030,768	968,757

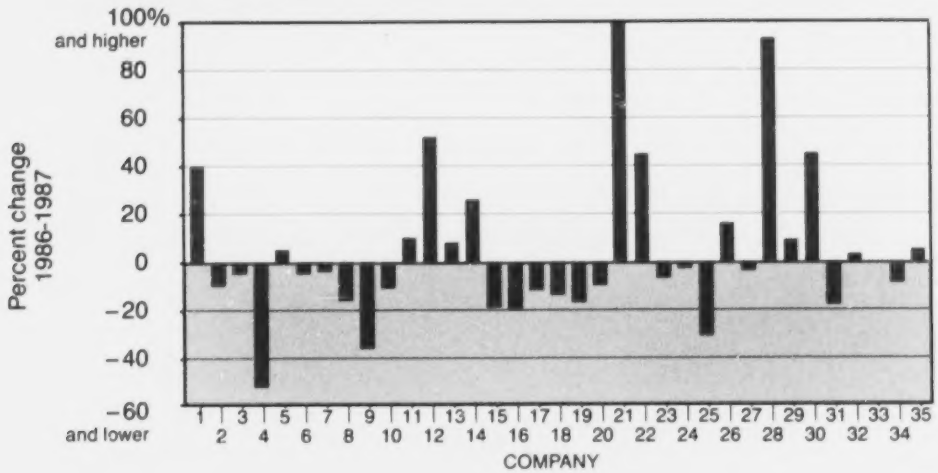
continued

1986 Canadian Group Sales

	Annualized premium (000) (11 companies)	Face amount (000) (15 companies)
January	$ 2,672	$ 867,072
February	5,693	2,649,571
March	4,597	1,936,638
April	3,706	1,543,075
May	3,513	1,196,872
June	11,224	3,239,233
July	7,815	2,371,312
August	5,341	1,811,112
September	5,991	2,205,662
October	4,261	1,306,757
November	8,433	4,548,355
December	11,699	3,438,365
Year total	$74,945	$27,114,024

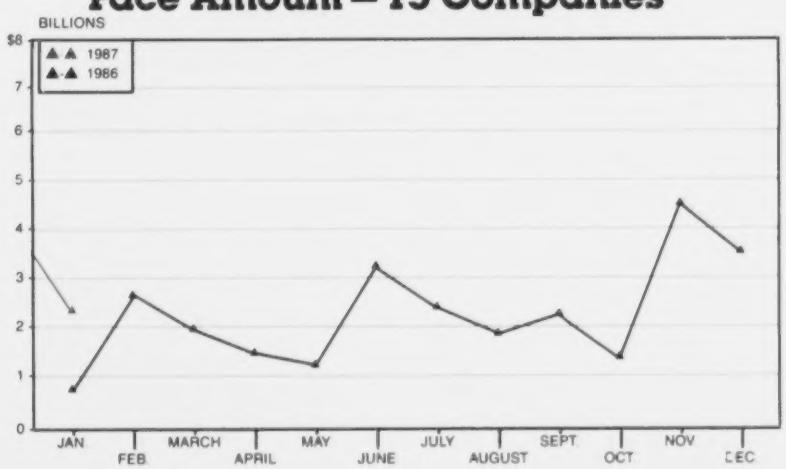
Growth Rates by Company

Annualized Premium Growth – Year to Date

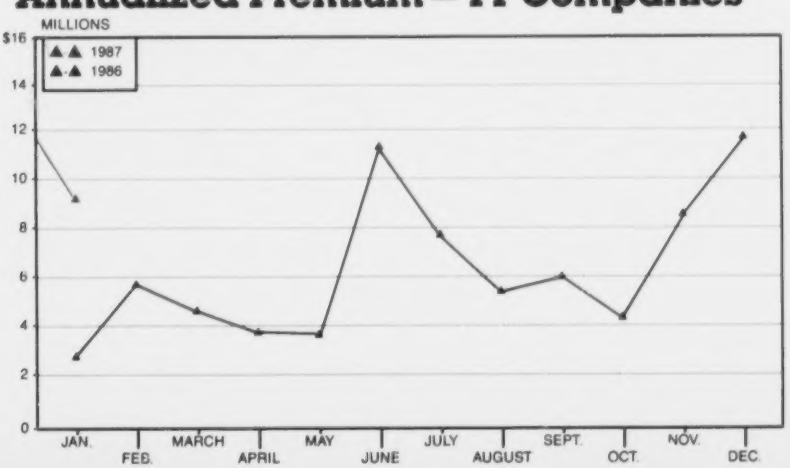


Group Sales

Face Amount – 15 Companies



Annualized Premium – 11 Companies



January Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1986	1987	1986	1987	1986	1987
Ordinary						
Month	$ 31,396	$ 30,407	$ 4,332,772	$ 4,344,020	59,542	56,821
Year to date	$ 31,396	$ 30,407	$ 4,332,772	$ 4,344,020	59,542	56,821
Group						
Month	$ 2,672	$ 9,107	$ 867,072	$ 2,318,998	–	–
Year to date	$ 2,672	$ 9,107	$ 867,072	$ 2,318,998	–	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 35 companies plus six subsidiary companies operating in Canada. The contributors represent 78 percent of the 1985 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 15 companies operating in Canada. The contributors represent 58 percent of the 1985 Canadian volume of new or amended group contracts.

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Contributors

Ætna Canada
Allstate Life of Canada
Assumption Mutual Life
L'Assurance-Vie Desjardins
Canada Life*
COLONIA Life†
Commercial Union Life of Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*†
Imperial Life of Canada*
Industrial Alliance Life*† (includes North West Life of Canada)
Knights of Columbus†
La Laurentienne
Laurier Life†
London Life*
Manufacturers Life†
Metropolitan Life* (includes Metropolitan Life of Canada)
Mutual Life of Canada*†
National Life of Canada*
New York Life*† (includes New York Life of Canada)
North American Life (Canada)
Prudential of England*† (includes Prudential Life of England)
Prudential of America*†
Royal Life (Canada)† (includes Royal Life of Canada)
Seaboard Life
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life† (includes Transamerica Life of Canada)
L'Union-Vie†
Zurich Life of Canada†

*Company contributes both ordinary and group data
Companies contributing group data only: Ætena-Vie and La Sauvegarde
†Company is included in product market share chart

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